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Sport for development and peace

Sport for development and peace: realizing the potential

Report of the Secretary-General**

Summary

The present report is submitted to the General Assembly pursuant to its resolution 67/17. As requested in that resolution, the report contains a discussion of specific initiatives undertaken by Member States and entities of the United Nations system to promote sport for development and peace since the last report on this subject in 2012.

* A/69/150.
** The submission of the present report was delayed due to the need for further consultations.

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I. Introduction

1. The present report is submitted pursuant to General Assembly resolution 67/17, in which the Assembly requested the Secretary-General to: (a) report at its sixty-ninth session on the implementation of that resolution, including on specific initiatives aimed at ensuring more effective implementation of the Olympic Truce and progress made by Member States and the United Nations system, including activities and the functioning of the United Nations Office on Sport for Development and Peace and the Trust Fund for Sport for Development and Peace, as well as other relevant stakeholders, towards the implementation of the United Nations Action Plan on Sport for Development and Peace and the policy recommendations of the Sport for Development and Peace International Working Group; (b) provide a review of the contribution of sport to the achievement of the Millennium Development Goals in the lead-up to 2015; and (c) present an updated Action Plan on Sport for Development and Peace. The report responds to these requests and summarizes the activities undertaken in this regard by Member States and the United Nations system since the last report of the Secretary-General on this subject (A/67/282).

II. Olympic Truce of the 2014 Sochi Olympic and Paralympic Games

2. The General Assembly, in its resolution 68/9, entitled "Building a peaceful and better world through sport and the Olympic ideal", urged Member States to observe the Olympic Truce individually and collectively, within the framework of the Charter of the United Nations, during the period from the seventh day before the start of the XXII Olympic Winter Games until the seventh day following the end of the XI Paralympic Winter Games, which both took place in Sochi, Russian Federation.

3. As requested by the General Assembly in its resolution 68/19, the Secretary-General and the President of the General Assembly promoted the observance of the Olympic Truce in various ways. On 29 January 2014, the President of the General Assembly made a solemn appeal (A/68/710), calling on all Member States to "demonstrate their commitment to the Olympic Truce for the 2014 Sochi Olympic and Paralympic Games, and to undertake concrete actions at the local, national, regional and world levels to promote and strengthen a culture of peace and harmony based on the spirit of the Truce". He also called "upon all warring parties of current armed conflicts around the world to boldly agree to true mutual ceasefires for the duration of the Olympic Truce, thus providing an opportunity to settle disputes peacefully".

4. The Secretary-General promoted the observance of the Olympic Truce through various means, including his statement issued on 31 January 2014, in which he called "on all those engaged in armed hostilities around the world to lay down their weapons and observe the Olympic Truce" (see www.un.org/sg/statements). During his visit to Sochi from 5 to 8 February 2014, the Secretary-General participated in the Olympic torch run, signed the Olympic Truce wall and delivered remarks at the 126th session of the International Olympic Committee. The Secretary-General also attended the opening ceremony of the Olympic Games, during which his recorded video message urging support for the Truce was played.

5. The message of resolution 68/19 has been disregarded in numerous instances, with widespread fighting continuing in ongoing armed conflicts around the world. Sadly, there is no evidence of any initiative by warring parties either to unilaterally observe the Olympic Truce or to promote its mutual observation.

III. Human Rights Council and sport

6. The right of access to and participation in sport and play has long been recognized. In 1978, the Member States of the United Nations Educational, Scientific and Cultural Organization (UNESCO) adopted the International Charter of Physical Education and Sport, in which they declared sport and physical education a "fundamental right for all". Sport has since been included in a number of international conventions on human rights (see para. 15 below). The ability of sport to transcend linguistic, cultural, racial and social barriers, as well as its widespread popularity, makes it a unique tool in promoting awareness and understanding of human rights and in reducing stigma and discrimination of all kinds. Principles such as non-discrimination and equality, the foundation of human rights, can be taught through sport. For that reason, sport has been included in the development context and the work of the United Nations as a practical tool for advancing human rights. Given the relevance of sport and the growing influence of elite athletes, interaction between the human rights movement, mechanisms and institutions such as the Human Rights Council and the world of sport has become more evident.

7. On 26 September 2013, the Human Rights Council adopted resolution 24/1 "Promoting human rights through sport and the Olympic ideal." In addition to recognizing the potential of sport as a universal language that contributes to educating people on the values of respect, diversity, tolerance and fairness, the Council highlighted that sport can be a means to combat all forms of discrimination and promote social inclusion for all. In the resolution, the Council also raised awareness of the inclusion in the Olympics of persons with disabilities. The efforts of the host country to provide a barrier-free environment are a prime example of this contribution. The Council also requested its Advisory Committee to prepare a study on the possibilities of using sport and the Olympic ideal to promote human rights for all and present it before the Council at its twenty-seventh session.

8. On 14 June 2013, the Human Rights Council hosted a side event organized by the Permanent Missions of Brazil, Greece, the Republic of Korea and the Russian Federation. The event was aimed at promoting awareness, understanding and the application of human rights principles through sport and the Olympic ideal. The panel was moderated by the Permanent Representative of Greece to the United Nations Office at Geneva and the Special Adviser to the Secretary-General on sport for development and peace. Representatives from Brazil, the Republic of Korea, the Russian Federation and the Office of the United Nations High Commissioner for Human Rights (UNHCR) participated in the panel. The discussion included ways of using the potential of the Olympic Games to generate a wider understanding of human rights ideals, the need for all sporting events to be inclusive of people with disabilities and to promote gender equality and the safety of children through sport. Panellists agreed with these points and provided examples of how, as future Olympic hosts, they were working towards promoting sport as a human right for all.

IV. Inaugural International Day of Sport for Development and Peace

9. On 23 August 2013, the General Assembly adopted resolution 67/296, by which it established 6 April as the International Day of Sport for Development and Peace in order to increase global awareness of the role of sport in promoting a peaceful society, highlight the success of sport-based development projects around the world and promote the use of sport and physical activity as a tool for development and peace. All States, the United Nations system and all other relevant stakeholders were invited to cooperate, observe and raise awareness of the International Day.

10. To promote the inauguration of the International Day, the United Nations Office on Sport for Development and Peace promoted five key messages for worldwide distribution: the power of sport to (a) respect and promote dialogue, (b) enhance life skills of children and youth, (c) include everyone regardless of abilities, (d) advance gender equality, and (e) improve physical and mental health. In addition, the Office on Sport for Development and Peace, the United Nations Office at Geneva and the Permanent Missions of Costa Rica and Qatar to the United Nations Office at Geneva, with the support of the Permanent Mission of Switzerland, organized a high-level panel discussion at the Palais des Nations on the power of sport followed by a symbolic run/walk in the Ariana Park.

11. After years of close collaboration, the Secretary-General and the President of the International Olympic Committee marked the inauguration of the International Day at United Nations Headquarters in New York by signing a memorandum of understanding aimed at strengthening cooperation between the two organizations in using sport to promote development and peace. In addition, United Nations agencies, including United Nations Development Programme (UNDP), which produced several posters with sports personalities, notably UNDP Goodwill Ambassadors Marta Vieira da Silva, Maria Sharapova and Didier Drogba, to highlight the power of sport, also participated in celebrating the Day. The Philippines and Turkey marked the Day by holding events such as a football festival, a 5 kilometre fun run and panels to generate discussion on the subject of youth and sport. The Princess Charlene of Monaco Foundation, in partnership with the Ministry of Education and the Department of Education, Youth and Sport of Monaco, hosted sporting competitions and educational activities in Monaco for over 400 youth. Several non-governmental organizations and relevant stakeholders also commemorated the Day by hosting their own events and panels and by launching online platforms where youth could learn about the history of sport for development and peace and the numerous activities taking place around the world.

V. Partnerships, initiatives, programmes and policies

A. States Members of the United Nations

12. During the reporting period, pursuant to General Assembly resolution 67/17, Member States have continued initiatives and established national policies and strategies that advance sport for development and peace. On 9 May 2014, a note verbale from the Secretary-General was sent to all Member States requesting

information on measures taken since the last reporting period. By the report's editorial deadline, information was received from Algeria, Australia, Austria, Germany, Japan, Kyrgyzstan, Lebanon, Malawi, Mexico, Monaco, the Philippines, Qatar, Singapore, Turkey and the United Kingdom of Great Britain and Northern Ireland. In his report entitled "Sport for development and peace: mainstreaming a versatile instrument" (A/67/282) the Secretary-General presented a two-year Action Plan on sport for development and peace, including four main lines of action: (a) the global framework; (b) policy development; (c) resource mobilization and programming; and (d) evidence of impact. Member States were urged to meet the challenges of the main lines of action and to work along them to integrate sport for development and peace into the development agenda.

1. Global framework for sport for development and peace

13. The Group of Friends of Sport for Development and Peace, an open forum composed of Permanent Representatives of Member States to the United Nations in New York, created in January 2005, has continued its meetings and activities. The Group is currently chaired by the Permanent Representatives of Monaco and Tunisia to the United Nations. The aim of the Group is to promote sport for development and peace on the international agenda, foster dialogue, share national experiences and practices, exchange information and propose initiatives for its members and the United Nations system. The Group has also acted as an informal consultation forum for the discussion of General Assembly resolutions on sport for development and peace. To encourage the implementation of these resolutions, the Group cooperates with the United Nations Office on Sport for Development and Peace and other United Nations organizations. During the reporting period the Permanent Representative of Argentina joined the Group, which now has representatives from 46 Member States.[1]

14. A new Group of Friends of Sport for Development and Peace was established in Geneva in December 2012. The Permanent Representatives of Costa Rica and Qatar to the United Nations Office at Geneva were elected as co-chairs. As in the case in New York, the United Nations Office on Sport for Development and Peace, as observer, supports the Group in an advisory role. The Geneva Group was created with the aim of complementing the New York Group, inter alia, by focusing on sport's links to topics that are covered at the Geneva-based United Nations bodies and organizations, including the Human Rights Council, the World Health Organization, UNHCR and the International Labour Organization (ILO). Since its inception the Group has organized or co-sponsored several events.

15. In terms of international treaties that contain provisions on sport, there are now 176 States parties to the UNESCO International Convention against Doping in Sport. As of July 2014, the United Nations Convention on the Rights of Persons with Disabilities has 158 signatories. Article 30 (5) of the Convention provides that States parties shall take appropriate measures to promote the participation of people with disabilities in mainstream sporting activities and disability-specific sporting and recreational activities and ensure that children with disabilities have equal access to participation in play, recreation and leisure and sporting activities. The Convention on the Rights of the Child currently has 194 States parties. Article 31 of the Convention declares that State parties shall recognize the right of children to engage in play and recreational activities.

[1] See http://www.un.org/wcm/content/site/sport/home/unplayers/memberstates/groupoffriends.

2. Policy development

16. A number of Member States have undertaken efforts in policy development and legislation during the reporting period. The Sport for Development and Peace International Working Group (see sect. VI below) remains instrumental in promoting and supporting the systematic integration and mainstreaming of sport for development and peace into national and international development plans and policies.

17. Led by Algeria, a programme entitled "Sport for All" has established several provisions to promote the practice of sport for all as an engine of development for harmonious coexistence and a healthy lifestyle. Algeria has also reinforced sport and physical activity in schools through the integration of physical education, the construction of sports facilities and the promotion of inclusiveness through associations such as the national association for the promotion and development of women's sports.

18. The Government of Australia has shown its commitment to the principles of sport for development and peace through the implementation of a number of initiatives, domestically and internationally. active after-school communities programmes give children free access to sports after school. The Australian sports outreach programme is addressing broad development priorities and community issues in developing countries in Africa, Asia, the Caribbean and Latin America, using sport as a platform to promote social inclusion and cohesion, foster healthy behaviour and provide education and leadership opportunities.

19. Austria has focused on the importance of physical activity and its effect on youth development, with a nationwide initiative promoting "Exercise for children in a healthy way". In 2013, many projects were funded in Austria and abroad to develop peace and foster social inclusion through sport. In the same year, Germany incorporated "Sport for development" as a tool to contribute to relevant development aims of the Government within the country and has promoted similar activities abroad, in Afghanistan, Brazil, Namibia and Mozambique. These policies and programmes mainly focus on gender equality, life skills and leadership development, the promotion of healthy lifestyles, peacebuilding and the sustainability of mega-sporting events.

20. Beginning in 2014, Kyrgyzstan created a programme of physical training and sport to create an atmosphere of tolerance and mutual understanding. Through the initiative the Government plans to promote good sportsmanship, inspire the population to become active, ensure social inclusion, create employment and educate practitioners and participants. The Ministry of Youth and Sports of Lebanon has created a similar strategy through 2020, seeking to popularize sport culture, create better physical and mental health for youth and a sports-for-all environment. With the same objective in mind, Malawi has adopted a programme within its school system to motivate, educate, inspire and encourage youth. The programme has led to increased attendance in secondary school.

21. In June 2013, Mexico adopted a general law on a culture of physical activity and sport. In addition, for the years 2014-2018, a programme will be implemented to increase the practice of sport, physical activity and play to improve social well-being. Competitive social leagues and clubs have been established to foster the programme. Similarly, in Monaco, the Department of Education, Youth and Sport, in

partnership with the Children and Future association, organized the "journey of children's rights", which has given students access to physical education courses, sports and recreation.

22. The Philippine Sports Commission, lead national agency in sport for development and peace, took the chief role in a "Sports-for-all" campaign, known as *laro't saya sa parke*, to engage the greatest number of people in sport and play by making use of the family unit as a springboard. This programme played a big role in the institutionalization of the *Palarong Pambansa* (national games) law in 2013, a school-based national sport programme run by the Department of Education, whose key mission is to promote physical education and sports as an integral part of the basic education curriculum for the development of youth.

23. The Ministry of Youth Sports in Qatar is strengthening the concept of health, education and peace through sport. The national Olympic Committee is implementing a yearly "Olympic school" programme for students aged 15 to 18 in a range of sports. The school has benefitted over 26,000 adolescents. In Singapore, a 20-year road map entitled "Vision 2030" and the "ActiveSG" programme encourages Singaporeans to lead healthier lives through sport. Singapore also has a Sport Singapore statutory board governed by the Singapore Sports Council Act, under the Ministry of Culture, Community and Youth, to promote sport as a way to reach out to and include all sectors of society.

24. In April 2014, the Ministry of Youth and Sport of Turkey organized the SportAccord Convention in Antalya. The conference is an annual event that brings together representatives from different international sport federations to promote positive changes in the field. The United Kingdom plays an active role in increasing opportunities for young people around the world to participate in sports. Its policies and programmes focus on increasing access to sport and promoting the role of sport in addressing safeguarding children and gender-based violence.

3. Resource mobilization and programming

25. Australia has continued its national "active after-school communities" programme, which gives children free access to sport after school, engaging them through positive and fun experiences. Through collaboration with the Government, law enforcement, sporting organizations and providers, the National Integrity of Sport Unit, responds to sport integrity issues domestically and abroad, as well as coordinating sport integrity initiatives. In addition, the Australian Sports Commission currently sits on the International Safeguarding Children in Sport Working Group alongside 50 other collaborating organizations around the globe to pilot a set of standards to safeguard all children participating in sport.

26. The Austrian Ministry of Sports supports projects around the world that promote sport as a means of development, including issues such as fighting poverty and developing life skills and providing equality for women and persons with disabilities. In 2013, seven projects were funded (in Bolivia (Plurinational State of), Guatemala, Mozambique, Slovakia, South Africa, Ukraine and Zimbabwe). Austria also funded 11 projects focused on gender equality throughout Austria within the framework of federal general sports promotion for social inclusion, including the Austrian Badminton Association, the Austrian Athletics Association, and the Working Group for the Promotion of Girls Soccer.

27. In 2014, Germany supported five specific programmes implemented in Afghanistan, Brazil, Colombia, Mozambique and Namibia. The focus of each programme varies from country to country, depending on its needs, but mainly emphasizes gender equality, youth development, HIV/AIDS prevention, peacebuilding and violence prevention and organizational development. At the national level, the German Government partners with the German Olympic Sports Confederation, the German Football Association, the Bavarian Football Association and the Football and Athletics Association of Westphalia. Other partnerships include the United Nations Office on Sport for Development and Peace within the framework of its Youth Leadership Programme, the Joint United Nations Programme on HIV/AIDS (UNAIDS), and the United Nations Children's Fund (UNICEF).

28. Japan implements a number of programmes, including cultural grant assistance for grass-roots projects and the provision of sport instructors and volunteers through the Japan International Cooperation Agency, and initiates programmes through the Japan Foundation to develop human resources in this field. Japan has awarded grants to 27 different countries, sent 227 volunteers to 48 countries and 162 experts to 20 countries. The Government has also launched a new initiative called "Sport for tomorrow" in advance of the 2020 Tokyo Olympic Games. The programme includes overseas projects designed to promote the Olympic Movement around the globe, the creation of an international sports academy based in Japan and additional support for the work of the World Anti-Doping Agency worldwide.

29. The Philippines plays a key role in the inclusion of sport as a priority area of the sociocultural community of the Association of Southeast Asian Nations. The Philippines also supports several international initiatives utilizing sport and consulting for best practices and funding in Brazil, Germany, Mongolia and the Republic of Korea, and with the State General Sports Administration of China.

30. The Olympic Committee of Qatar has signed a memorandum of understanding with the United Nations Alliance of Civilizations, agreeing to carry out joint projects and activities with a view of promoting peace and development through the power of sport. The National Ministry of Youth Sports has also helped to develop sports infrastructure outside Qatar, including the development of the Asmara stadium in Eritrea, the completion of Sports City in Palestine and the development of Lebanon's national sports field. The Ministry of Singapore has also signed a memorandum of understanding on international sports exchanges programmes with nearby Australia, China, Hong Kong (China), Indonesia, Japan, the Republic of Korea and Thailand.

31. In the United Kingdom, UK Sport has supported sport for development activities overseas for 22 years in over 30 countries, including its ongoing work on the "Moving the goalposts" programme in Kenya, which provides education to out-of-school girls, including education on life skills, as well as economic opportunities. UK Sport is involved in the work of the Sport for Development and Peace International Working Group and helps to coordinate the relevant activities of national Governments in this field. It also collaborates with the Commonwealth Secretariat on the implementation of a sport for development and peace guidelines framework for Commonwealth countries.

4. Evidence of impact

32. The Australian Sports Commission, in collaboration with Victoria University, has assessed the "Playing for life" philosophy and its effectiveness in engaging youth in sport and physical activity to inform the running of sports programmes. The Australian Government has embarked on a three-year independent research project, the Australian Sports Outreach Programme, in the Pacific. Findings from the first wave of research conducted in Tonga, Nauru and Vanuatu have recently been released.[2] Evidence indicates that the programme is making a significant contribution to improving the long-term health and well-being of its recipients.

33. In Germany, the Ministry for Economic Cooperation and Development is working closely with the German Sport University in Cologne and the International Council of Sport Science and Physical Education to monitor and evaluate the impact of current programmes to eradicate poverty and build peace through sport.

34. The United Kingdom, through an external evaluation by an independent monitoring and evaluation organization, Ecorys UK, revealed that the International Inspiration Programme, the legacy initiative of the 2012 London summer Olympics, was one of its greatest successes. The programme has inspired over 25 million people of all abilities across 20 countries around the world to choose sport to improve their lives, trained over 250,000 practitioners and influenced 55 national policies, strategies and legislative changes.

B. United Nations system

1. United Nations Office on Sport for Development and Peace

35. The mandate and activities of the Special Adviser to the Secretary-General on Sport for Development and Peace is supported by the United Nations Office on Sport for Development and Peace. During the reporting period, the Special Adviser and the Office continued to work as the gateway to the United Nations system for the promotion and mobilization of sport as a tool in advancing the goals, missions and values of the Organization.[3]

36. The activities and operations of the Office are funded through voluntary financial contributions to the Trust Fund for Sport for Development and Peace, which was established in November 2007 by the Secretary-General. Contributions can be received from both Governments and private institutions, such as foundations, organizations, corporations and individuals. During the reporting period, financial contributions were received from several Member States: Germany, as main donor, contributed annually; the Russian Federation made a contribution in 2013; and the United Kingdom provided annual contributions which were earmarked for the operations of the secretariat of the Sport for Development and Peace International Working Group, which is hosted by the Office. Other contributors included the International Olympic Committee, the Olympic Council of Asia, the Association of National Olympic Committees, the Saudi Arabian Olympic

[2] Country-specific information is available at http://www.ausport.gov.au/supporting/international/programs/pacific.

[3] The 2012 and 2013 annual reports of the United Nations Office on Sport for Development and Peace are available at http://www.un.org/wcm/content/site/sport/home/unplayers/special_adviser.

Committee, the Gwangju Summer Universiade Organizing Committee, Gangwon Province in the Republic of Korea, the World Taekwondo Federation, Korean Air and Samsung.

37. During the reporting period, the Office, in cooperation with the Department of Public Information as co-Chair, continued to convene and coordinate the United Nations Communications Group and the Inter-Agency Task Force on Sport for Development and Peace. The Group serves as an inter-agency platform to strengthen United Nations inter-agency communication, information-sharing, coherence and coordination concerning activities in the field of sport for development and peace.

38. The Office continued to manage and develop the "Sport for Development and Peace: the United Nations system in action" website (http://www.un.org/sport). The website includes all information about the Office, the Special Adviser and the organizations of the United Nations system that use sport in their initiatives. In addition to the website, the Office continued to boost its online visibility on social media through accounts on Facebook, Twitter, Flickr and YouTube.

39. With the 1 million euro "Monaco charity award" received from the Union of European Football Associations in 2010, the Office supports five sport for development and peace projects in five regions in five thematic areas: health, peace and reconciliation, gender equality, persons with disabilities, and education. Among those projects, the project run by United Nations Volunteers in Ukraine, the UNDP project in Burundi, the National Taekwondo and Kickboxing Federation project in Tajikistan and the BlazeSports project in Haiti are still ongoing. The project run by the Free University of Berlin, which addressed mental health problems in the Gaza strip, has been completed. With the funds raised at a charity dinner hosted by Princess Haya of Jordan and the Special Adviser on Sport for Development and Peace in 2009, the Office funded projects for the United Nations Relief and Works Agency for Palestine Refugees in the Near East (UNRWA) and the Diyar Consortium in Palestine, both of which have been successfully completed.

40. On 5 and 6 June 2013, the Office and the International Olympic Committee jointly organized the third International Forum on Sport for Peace and Development at United Nations Headquarters in New York. The two-day forum, opened by the Secretary-General and the President of the International Olympic Committee, featured sessions on how to position sport as a catalyst for achieving the Millennium Development Goals, how major sports events can deliver on legacy and how to foster a culture of peace through sport. The Forum was attended by more than 500 experts and high-ranking figures, including representatives from national Governments, the United Nations system, aid organizations and universities. The Forum concluded with the adoption of key recommendations aimed at leveraging sport as a tool for positive change.[4]

41. During the reporting period, in order to support its activities and sport for development and peace programmes and advocacy worldwide, the Office established several new partnerships through agreements with Korean Air, the World Taekwondo Federation, the International Judo Federation, the International Bobsleigh and Skeleton Federation, Gangwon Province in the Republic of Korea, the Asia-Pacific Broadcasting Union, Samsung and the film production company

[4] The Forum report is available at http://www.un.org/wcm/content/site/sport/home/resourcecenter/publications.

Parapictures. The Special Adviser to the Secretary-General on Sport for Development and Peace continued to provide messages of support to non-governmental organizations and projects using good practices to promote sport for development and peace, with the aim of strengthening their impact and visibility. Organizations that applied were evaluated based on established criteria, questionnaires and research. The endorsements proved to be beneficial to the organizations in increasing their reputation, securing more funds and establishing new partnerships.

42. Following the successful launch of its first Youth Leadership Programme camp in 2012, the Office used the momentum to organize four more camps in 2013, in Qatar, Sweden, Switzerland and the Republic of Korea, and three camps in 2014, in Germany, Japan and the United States of America. The Youth Leadership Programme supports deserving young community workers with basic education levels and limited resources by giving them access to education and training on how sport can be used to positively effect change in their communities. As at previous camps, international sports organizations, football clubs and leagues, development agencies, NGOs, universities and private companies were involved in the programme. The Camps have provided over 200 participants with the opportunity to develop their skills and use sport as an effective tool to promote development and peace in their communities. The future of the Youth Leadership Programme is positive, with around eight camps planned for the rest of 2014 and 2015.[5]

2. United Nations departments, offices, funds, programmes and specialized agencies and other entities

43. In Luasaka, Zambia, a UNDP initiative, supported by the International Olympic Committee, has engaged youth in sports while promoting conservation of the environment in the Chiawa Game Management Area. UNDP also organized the tenth Match against Poverty in Porto Alegre, Brazil, in 2012, and the eleventh Match against Poverty in Bern, Switzerland, in 2014, with the support of the Union of European Football Associations and the International Federation of Association Football (FIFA), helping to raise funds for different youth organizations. In addition, the UNDP Goodwill Ambassadors Marta Vieira da Silva, Maria Sharapova, Iker Casillas, Didier Drogba, Ronaldo and Zinedine Zidane continue to highlight how sport can contribute to education, health, gender equality, social inclusion, development and peace.

44. In the framework of its International Convention against Doping in Sport, UNESCO has established a fund to help finance anti-doping programmes. Since its establishment in 2008, a total of 134 projects in least developed or low income countries, worth over $2.4 million, have been granted assistance. To better support Government response to the decline in physical education courses, UNESCO has developed a comprehensive quality physical education policy package, an instructional guide to revise and reinforce policy measures to improve the implementation of such programmes. In May 2013, at the fifth UNESCO International Conference of Ministers and Senior Officials Responsible for Physical Education and Sport, participants issued the "Declaration of Berlin", emphasizing access to sport as a fundamental right for all, promoting public investments in physical education and sports programmes and advancing the importance of preserving the integrity of sport.

[5] More information is available at: http://www.un.org/wcm/content/site/sport/YLC.

45. UNICEF continued to place emphasis on incorporating sport and play into country programmes helping disadvantaged children develop a healthy lifestyle and increase their cohesion with their communities. Through their regional "Vamos jogar" (Let's play) initiative in Latin America and the Caribbean, UNICEF used the momentum of the 2014 World Cup and the upcoming 2016 Olympic Games to encourage communities to provide safe and inclusive sports facilities. In 2014 UNICEF also launched Team UNICEF, a new global initiative that brings together all aspects of the agency's work on sport to leverage its benefit for children. UNICEF continues to collaborate with its major global partners in supporting the Special Olympics, the International Cricket Council, Futbol Club Barcelona, Manchester United and NGO actors at the local level.

46. In 2013, the United Nations Global Compact introduced a practical guide entitled *Fighting Corruption in Sport Sponsorship and Sport Related Hospitality: A Practical Guide for Companies* to assist corporate sponsors in engaging in sport sponsorship and hospitality in a transparent and ethical manner. In December 2013, ILO held the third Meeting of the Pacific Ministers of Youth and Sport. From the discussions, ILO established the need to increase investments in: youth development; access to a quality education; youth employment; health; youth participation in actions to reduce climate change; and participation in governance.

47. Through its global network of more than 60 United Nations information centres and working in partnership with other United Nations offices, Member States and non-governmental organizations, the Department of Public Information actively promotes major events and programmes involving sport for development and peace, including "Cycle for peace" in Lebanon, the distribution of footballs to students at disadvantaged primary schools in Namibia, "Sports 4 Peaceful Elections" in Kenya and "A Peace One Day" Football League in Bahrain.

48. Following the 2011 FIFA Women's World Cup in Germany, UNAIDS further strengthened its cooperation with international sport organizations. UNAIDS has created the "Protect the Goal" campaign to raise awareness of HIV and mobilize young people to commit to HIV prevention with help from a wide array of strategic partners. To symbolize the strong links between Africa and Latin America, a "Protect the Goal" tour was launched in the lead-up to the FIFA World Cup in Brazil. The tour comprised of the passing of a football to the Heads of State of the African and Latin American countries participating in the international tournament to sign. To help spread the message of the campaign, UNAIDS has Goodwill Ambassadors such as David Luiz, Michael Ballack and Gervinho (Gervais Yao Kouassi), all renowned football players.

49. Within the framework of the Secretary-General's campaign UNiTE, the United Nations Entity for Gender Equality and the Empowerment of Women (UN-Women) has integrated sport as a tool to end violence against women. In Georgia, UN-Women partnered with the Georgian Rugby Union to spread this campaign message through pre-match and post-match press conferences, television commercials and during games by the athletes. In Tajikistan, UN-Women partnered with the national taekwondo federation to raise awareness of violence against women and to promote equal opportunities for girls and boys. UN-Women also partnered with the world governing bodies of the combat sport Muaythai to launch an initiative focusing on building the skills of young people, athletes, and trainers to challenge harmful machismos and to cultivate respectful non-violent relationships.

50. United Nations Volunteers has been working on improving the lives of young people in Ukraine through continued support for the Young Football Volunteers initiative, a Millennium Development Goals project to strengthen education on health and civic engagement through football. In part, the project involved training more than 350 teachers, and more than 4,000 youth took part in the programme. The United Nations Volunteers reported noticeable improvement in the participants' knowledge and skills on HIV/AIDS, violence prevention and gender equality.

51. A number of sport for development and peace initiatives were undertaken by United Nations peacekeeping operations to promote reconciliation, dialogue, development and peace. For example, the United Nations Operation in Côte d'Ivoire (UNOCI) organized races, draught/checkers competitions, volleyball and petanque to promote a culture of peace, non-violence, tolerance and social cohesion; the United Nations Peacekeeping Force in Cyprus staged a basketball twinning programme to promote interaction between youth from Turkish and Greek communities; the United Nations Interim Administration Mission in Kosovo funded a civil society project, "Sport 4 Peace" to promote peace and reconciliation and inaugurated a multifunctional sports field; and the United Nations Stabilization Mission in Mali assisted teams, donated footballs and organized matches to promote peace and reconciliation among youth.

C. Activities of the United Nations system related to the 2014 FIFA World Cup

52. The FIFA World Cup is a mega-sporting event, held every four years, which brings people together from all over the world. It presents an opportunity for United Nations agencies to strengthen and implement partnerships and carry out activities to promote healthy lifestyles, education, gender equality, HIV/AIDS prevention, environmental protection and social inclusion. The Secretary-General participated in the events of the 2014 World Cup in Brazil to highlight and promote the role of sport in peace, human rights and non-discrimination. Other United Nations activities included: the UNDP support for the Brazilian Sport for Social Change Network, which implements educational projects that stimulate the use of physical activity in an educational setting; UNEP established a "Green passport" campaign to raise awareness among tourists of their potential to contribute to sustainable development by making responsible choices during their travels; and UNESCO produced sports-related content for teachers, including booklets on fair play and anti-doping, to be disseminated with key United Nations messages and sport values in partnership with the Brazilian mining concern, Vale. In addition, UNAIDS carried out a "Protect the Goal" campaign, with help from the United Nations Population Fund (UNFPA), which mobilized and trained volunteers to raise awareness about HIV prevention, modes of transmission, testing and treatment and to encourage young people to get actively involved.

53. UNICEF developed a mobile phone application, "*Proteja Brasil*" (Protect Brazil) to facilitate the reporting of violence against children and adolescents in order to protect them from sexual exploitation and trafficking during the 2014 World Cup. UN-Women used the sporting event to acquire the support of the President of Brazil for its COMMIT initiative, confirming the Government's commitment to develop a national campaign to prevent and address violence against women and girls during the World Cup. ILO also took part in events surrounding the World Cup

by establishing a campaign to assure decent work standards before and after the World Cup as well as promoting green jobs and creating an analytical report to provide a model for future mega-sporting events, emphasizing lessons learned and good practices.

54. United Nations peacekeeping operations organized a number of events revolving around the 2014 World Cup to promote non-violence, gender equality, social cohesion and peace. For example, the United Nations Stabilization Mission in Haiti, along with a team of Haitian comedians, produced 20-minute television shows to convey messages of sport and peace; the United Nations Organization Stabilization Mission in the Democratic Republic of the Congo hosted public screenings of the football matches to bring communities together; the African Union-United Nations Mission in Darfur organized night matches during the World Cup where speeches were given beforehand on the importance of Ramadan and the place of youth in the peace process; the United Nations Mission in Liberia provided sports and educational materials following interactive expert discussions about the World Cup; and UNOCI worked with local partners to set up a football village during the World Cup to bring different communities together.

VI. Sport for Development and Peace International Working Group

55. The Sport for Development and Peace International Working Group is an intergovernmental policy initiative set up to formulate policy and programme recommendations on sport for development and peace and to promote the integration of these recommendations into national and international development strategies and government policies. Since its inception in 2004, the Working Group has advocated strengthened policy action by governments in the use of sport for the achievement of development and peace objectives. The Secretariat of the Working Group has been hosted by the Office on Sport for Development and Peace since 2009.

56. The Executive Board of the Working Group, currently chaired by South Africa and supported by Norway as Vice-Chair, meets twice a year to discuss pertinent issues and guide the progress of the five Thematic Working Groups: "Sport and Child and Youth Development", "Sport and Gender", "Sport and Peace", "Sport and Persons with Disabilities" and "Sport and Health". The members of the Working Group (Member States) and observers (United Nations entities and civil society) convene annually in plenary session, which is preceded by a thematic meeting on a cross-cutting issue identified by the Executive Board.

57. At the third plenary session of the Working Group, convened in Geneva on 2 October 2012, the United Kingdom and Ghana were re-elected as Chair and Vice-Chair, respectively, for "Sport and Child and Youth Development". The thematic meeting of 2012 was on "Protection and safeguarding in sport", which was further built upon through narrowing in on "Harnessing the power of sport to address gender-based violence in Sport" in the thematic meeting on 30 June 2014. The meeting, which was linked to the follow-up process to the fifth International Conference of Ministers and Senior Officers Responsible for Physical Education and Sport and its subtopics regarding gender and violence, culminated in a set of policy recommendations for governments on addressing gender-based violence in and through sport.

58. During the fourth plenary session of the Working Group, held on 1 July 2014, the thematic working group "Sport and Persons with Disabilities" was activated, with the Republic of Korea and China as Co-Chairs. Norway was re-elected as Chair for "Sport and Gender" and South Africa was re-elected as Chair for "Sport and Peace". Late requests for chairmanship of the thematic working groups will be considered by the Executive Board. The fourth session set the stage for presentation and discussion of the strategic assessment of the Working Group conducted by a private consultancy. The strategic plan that will be developed based on that assessment will aim to ensure documented impact through a policy-oriented and advocacy-focused approach, an expanded stakeholder group and a systematized monitoring and evaluation system for measuring policy impact.

VII. Review of sport contributing to the achievement of the Millennium Development Goals

59. Evidence shows that sport for development and peace is having an increasingly positive impact worldwide and that it has contributed to the achievement of the Millennium Development Goals set out by the General Assembly in 2000, to be reached by 2015. Since this time, sport for development and peace has received greater attention from the international community as an innovative and cost-effective method of supporting existing efforts to achieve the Millennium Development Goals.[6]

60. Millennium Development Goal 1 is to eradicate extreme poverty and hunger. The UNDP "Match against Poverty" initiative uses football to raise awareness of the issue as well as funds for organizations working in this area. The Ministry of Sports of Malawi has implemented an initiative to motivate children to enrol and attend school by integrating physical education programmes aiming to achieve universal primary education — Millennium Development Goal 2. Organizations seeking to promote gender equality and empower women, Millennium Development Goal 3, include the SALT Academy in Cambodia, which works with girls to create social interaction and increase their self-esteem. UNFPA and MenEngage, an alliance of non-governmental organizations working with men and boys to promote gender equality, have organized a joint advocacy project "Sport and the making of men: transforming gender norms on the playing field" to encourage gender equitable attitudes and behaviours, to end harmful forms of masculinity and to transform masculinity in positive ways in sport.

61. While there are not many organizations that work directly to reduce child mortality, Millennium Development Goal 4, UNICEF and UNDP have provided vaccines and education on healthy lifestyles for young children and mothers through sport initiatives. "Women Win", an internationally recognized centre on gender and sport that actively addresses gender inequity and works to empower girls and women, has launched a Guide to Addressing Girls' Sexual and Reproductive Health and Rights through Sport, addressing Millennium Development Goal 5, on improving maternal health.

62. Regarding Millennium Development Goal 6, UNAIDS and non-governmental organizations such as Grassroot Soccer combat HIV/AIDS, malaria and other

[6] An overview outlining the ways sport-based initiatives are contributing to progress towards achieving the eight goals is available on the website of the Office on Sport for Development and Peace at http://www.un.org/wcm/content/site/sport/home/sport/sportandmdgs.

diseases through sport by providing education on prevention, vaccinations, reducing stigma and healthier lifestyles. To ensure environmental sustainability, Millennium Development Goal 7, the first "Sport for Hope" centre set up by the International Olympic Committee in Zambia, has an information area where children and adolescents can learn about pressing environmental issues in their country. Lastly, concerning Millennium Development Goal 8, global partnership for development, international organizations, agencies, non-governmental organizations and the private sector have developed global, multilateral and bilateral partnerships on sport for development and peace.

63. Since the adoption of the Millennium Development Goals, there is ample evidence based on academic research that sport has contributed to realizing the different Millennium Development Goals through well-designed, effectively implemented and sustainably funded projects. Sport has demonstrated that it is an effective tool for development and peace. Due to its proven versatility and adaptability, sport, and sport for development and peace as a method, should be duly considered as potential instruments for the achievement of the goals of the post-2015 international development agenda which are currently being formulated.

VIII. United Nations Action Plan on Sport for Development and Peace

64. In its resolution 67/17, the General Assembly requested the Secretary-General to present a revised Action Plan on Sport for Development and Peace in his report to its sixty-ninth session. The previous two-year Action Plan was made up of challenges, objectives and action points in four fields: the global framework; policy development; resource mobilization and evidence of impact. The overall aim was to encourage all stakeholders, including States Members of the United Nations; intergovernmental organizations; the United Nations system; civil society organizations such as non-governmental organizations and world sport organizations, including the International Olympic Committee, the International Paralympic Committee, international federations and other governing bodies, the private sector and the media, to step up action and to mainstream sport as a tool for development and peace at the national, regional and international levels. All stakeholders were encouraged to work along the main lines of action to integrate sport for development and peace into the development and peacebuilding agenda at every level.

65. The Action Plan contained in the previous report of the Secretary-General (A/67/282) shall remain valid until the final establishment of the post-2015 development agenda, which will conclude the processes of several discussion streams, including the sustainable development goals and the financing for development framework. At that time, the Action Plan on Sport for Development and Peace should be reviewed in order to align the role that sport and relevant stakeholders can play to support the achievement of the new development agenda, its goals and objectives.